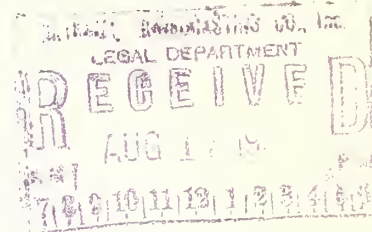


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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August 16, 1938

WESTINGHOUSE BALTIMORE RADIO MOVE COMPLETE SEPT. 15

The removal of the Radio Division of the Westinghouse Electric & Manufacturing Company from Chicopee Falls, Mass., to Baltimore, already partially accomplished, will be finished by the middle of September. The Broadcasting, Engineering, Sales, Drafting and a portion of the Manufacturing Department, formerly at Chicopee Falls, are now operating at the new location. The removal from New England of the remainder of the Manufacturing Department is well under way at this writing.

The reason given by the Westinghouse people for the change was that they will be closer to their customers and supplies in Baltimore and that they were able to secure better manufacturing space in that city. Another reason was that the Broadcasting Department would be able to keep more closely in touch with the Federal Communications Commission in nearby Washington. Also the Radio Division sells radio equipment to the Government which occasions frequent visits of its executives to the Capital.

The Westinghouse stations are KDKA at Pittsburgh, WBZ at Boston, WBZA, Springfield, Mass., and KYW, at Philadelphia. Westinghouse also operates the short-wave stations W8XK, Pittsburgh, and W1XK, Boston.

Walter Evans is the Manager of the Westinghouse Radio Division. Sherman D. Gregory, formerly Assistant Manager of Broadcasting of Westinghouse was recently made Manager of KDKA.

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RADIO INVESTIGATION PROPONENT ON PURGE LIST

President Roosevelt is opposing the re-election of Representative John J. O'Connor, (D.), of New York. The President is backing James H. Fay, Deputy Collector of Internal Revenue for the Third New York District to defeat Mr. O'Connor.

Representative O'Connor, Chairman of the House Rules Committee, has been out of step with the Administration for some time. Mr. O'Connor, among other things, allowed the Connery resolution for an investigation of the radio industry to get through the Rules Committee, making it necessary for the Administration to defeat the resolution on the floor of the House.

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8/16/38

DETROIT DAILIES DROP RADIO COMMENTS

Following similar action which started on the West Coast and is now spreading to other parts of the country, Detroit newspapers are confining radio mention to the printing of programs. All gossip and comment on program features, heretofore used daily and Sunday, is now omitted.

The three Detroit papers entering into the agreement are the News, the Free Press and the Times. The Detroit News goes along with the others notwithstanding the fact that it has its own broadcasting station, WWJ, which is operated as a separate unit in its own building just across the street from the newspaper offices.

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GOVERNMENT OFFICIAL TO VISIT SHORT-WAVE BROADCASTERS

With a view to cooperating more closely with the short-wave broadcasters of the United States, John H. Payne, Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce, will spend the week of August 29th visiting officials of short-wave stations in New York City, Schenectady and Philadelphia.

Mr. Payne was a member of the Government delegation to the Cairo Radio Conference of which Senator Wallace White, of Maine, was Chairman. Before entering the Government service, Mr. Payne spent many years abroad as a representative of Westinghouse. He is making a close study of what other nations are doing in promoting their international interests by means of short-wave broadcasting. He believes that considerable has already been accomplished by the United States along these lines and that much more may be done.

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McNINCH NOW DUE BACK AUG. 22

Chairman Frank R. McNinch of the Federal Communications Commission, it is now reported, expects to be back in his office on Monday, August 22nd. Mr. McNinch is recuperating from his recent illness at a beach in New Jersey.

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8/16/38

RADIO GIVES FIRST NEW YORK POLICE SHOOTING ALARM

There will be no controversy between the newspapers and radio people over the question of who got the first flash through when the madman opened fire at the Police Memorial meeting in Central Park, New York City, shooting two policemen, three civilians and throwing an audience of several thousand persons into an uproar. The radio report in this case was instantaneous as the pistol shot of the maniac and the subsequent fusilade from policemen's pistols, which killed him, were heard as a part of the broadcast of the New York city-owned Station WNYC.

Mayor LaGuardia, who was listening over the radio, and who had heard someone cry following the sho, "My God! Get an ambulance quick", lost no time getting into action. James O'Mara, the master control engineer of Station WNYC, in the Municipal Building several miles away downtown, telephoned police headquarters.

Only a portion of the fatal event came over the air, due to the fact that Thomas Cowan, WNYC announcer in charge of the broadcast at the Memorial stand, signed off almost immediately so that the radio audience would not be alarmed by the terror of the situation. It was, however, the radio alarm which started ambulances to the scene almost as soon as the tragedy had happened.

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DANISH RADIO MONOPOLY PROSPERS

The accounts of "Statsradiofonien", the Danish Government radio broadcasting monopoly, for the fiscal year 1937-38 show total receipts of 6,751,648 kroner (one kroner approximately 22.19 U.S. cents) as compared with 6,289,011 kroner in the preceding fiscal year, the office of the American Commercial Attache, Copenhagen, reports. The surplus amounts to 1,661,413 kroner as against 1,455,988 in 1936-37. The entire surplus will be placed in the building fund for the new radio building, which should be completed by the Spring of 1940.

Denmark had 723,515 radio listeners at the end of March 1938, a gain of 56,112 in the year immediately preceding which is the greatest increase in the last 5 years, 212,834 of the listeners living in Copenhagen.

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PHILCO SERVES REMOVAL NOTICE ON PHILADELPHIA

James M. Skinner, President of the Philadelphia Storage Battery Company, which employed 12,500 Philadelphians, in a strongly worded letter has served notice on Mayor Wilson that the Company will move its plant from Philadelphia if the Philco strike, which has been going on since May 1st, is allowed to continue.

"Terrorism", Mr. Skinner said, "has reached a point where a grave decision confronts us."

Fifty conferences in the 15 weeks of the strike produced a written agreement giving Philco workers at least 20 percent higher wages than the industry outside of this area, the Mayor was told.

That agreement has never even gone before the membership of Local Unions 101, 102 and 108 of the United Electrical, Radio and Machine Workers, C.I.O., Mr. Skinner declared, because the controlling minority prevented such a referendum. This is the same Union which called the Maytag strike in Newton, Iowa, ended only when the Governor called out the National Guard.

Mr. Skinner wrote Mayor Wilson as follows:

"We regret to inform you that the Philadelphia Storage Battery Co. may be forced to move the manufacture of Philco radios and batteries out of Philadelphia.

"The United Electrical, Radio and Machine Workers, Locals 101, 102 and 108, C.I.O. affiliates, called a strike at our plant in the northeast section early in May.

"We have had over 50 conferences with a committee of the Union in an effort to adjust our difficulties in a manner which would keep the company in a competitive position. A joint agreement has been reduced to writing with the Committee, which would give our workers at least 20 per cent. higher wages than the average of the industry outside of this area.

"We feel that the great majority of our workers are eager to accept this agreement and go back to work. However, a small minority of union shop stewards and other self-seekers have succeeded in preventing the submission of this agreement for vote by the workers as a whole.

"This minority union group has instigated a campaign of terrorism against the foremen and supervisors who are working at the plant. The company has brought in no strike-breakers. The only persons working are these foremen and supervisors.

"Not only have they attacked these men physically when they enter and leave the plant, but they also invaded and attacked them in restaurants near the plant. They have attacked their persons and their property at their homes. They have threatened their families.

"They made shambles of one foreman's home in Germantown, breaking windows and throwing paint inside and later telephoning him that if he appeared at the magistrate's hearing he would be killed. Another foreman was ambushed on his way home, severely beaten and had to be taken to the hospital.

"Just yesterday they threw rocks and bricks and milk bottles and actually spit on these foremen and supervisors as they left the plant. Many were hit, and one received a fractured skull.

"Since we have been in business in Philadelphia we have paid over \$80,000,000 in wages to thousands of factory and office employees. At all times our wage scales have been the highest in our industry. Over \$25,000,000 has been spent in advertising Philco over the whole United States, thus enhancing, we think, the fame of the City of Philadelphia in every State of the Union.

"We are reluctant to leave Philadelphia. We are mindful of the loss to the great body of our workers and their families, to the merchants of Philadelphia and to the community at large. We are willing to comply with all laws intended to protect labor. We are willing to give our workers more than these laws require to the utmost limit that will leave us in a competitive position.

"We are not, however, willing to see our workers assaulted and their lives and their property and their families put in jeopardy. We bring this situation to your attention because it has reached a point where a grave decision confronts us. We ask full protection for our workers, their families and their homes because on no other basis can we keep the manufacture of Philcos in Philadelphia."

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The life of vibrator units for automobile radios in English cars has been increased from 1,000 to 5,000 hours by the use of monel reeds which retain spring properties at operating temperatures and withstand failure by fatigue at 100 vibrations per second, the International Nickel Company, advises.

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8/16/38

N.A.B. PRESIDENT PLEDGES PAN AMERICAN SUPPORT

Neville Miller, President of the National Association of Broadcasters, pledged the continued cooperation of American broadcasters in strengthening the ties of friendship between the peoples of North and South America in a letter which has been sent to Secretary of State, Cordell Hull.

Commenting upon the establishment of a Division of Cultural Relations within the State Department, Mr. Miller asserted that the objective of the new Division is one to which every forward-looking American subscribes wholeheartedly.

Mr. Miller's letter to Secretary Hull follows:

"I have read with considerable interest of the establishment of a Division of Cultural Relations within the Department, dedicated to the furtherance of those friendly ties which have always bound the peoples of North and South America together.

"Certainly this is a worthy objective, and one of which every forward-looking American subscribes wholeheartedly.

"As President of the National Association of Broadcasters, let me pledge anew the continued performance of American radio stations and networks as ambassadors of international good-will.

"Our purpose is not one of propaganda by radio. Ours is the purpose to provide a free medium through which our neighbors to the South will learn something of our lives here and of our aspirations; through which, in turn, we may bring to American listeners something of the lives and aspirations of our friends throughout Pan-America.

"Through such a free and unbiased reflection of American and Pan-American ideals, we believe the bonds of democratic liberties which bind us together will be strengthened and broadened, and to such an end American Radio stands united."

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8/16/38

NEW STATION RECOMMENDED FOR ATLANTIC CITY

A favorable recommendation upon the application for a new broadcasting station in Atlantic City by the Press-Union Newspaper Publishing Company has been made by Examiner George H. Hill of the Federal Communications Commission. The power requested was 100 watts nighttime, 250 watts to Local Sunset, frequency 1200 kc. with unlimited hours of operation.

Among Examiner Hill's conclusions were that the applicant is legally, technically, financially and otherwise qualified to construct and operate the proposed station; that there appears to be a need for additional service in the area proposed to be served; that Stations WEST, WKBO, WCAU, WSNJ, WSAL, WTHI, WLVA and WIBX will not sustain any substantial interference from the operation of the proposed station.

Also, that there are no applications pending with which conflict may be had by reason of increased interference from the operation of the proposed station; that the site at which the applicant proposed to construct and operate the station has not been definitely selected, and if the application is granted, it should be contingent upon the selection of an approved transmitter site; that the equipment, including the antenna, which the applicant proposed to use will comply in all respects with the rules and regulations of the Commission, and that there appears to be available economic support and talent to serve the needs of the proposed station.

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SINGAPORE ADOPTS S.W. FOR AMUSEMENT AND PROTECTION

A new short-wave transmitter has been installed at Station ZHL, the Singapore station of the British Malaya Broadcasting Company, and is now due to be tested out, the American Consulate General at Singapore advises. The exact wave-length has not been determined, but tests are being carried out with a view to ascertaining what lengths could be used without interfering with short-wave stations in Rangoon and Hong Kong. Two wave-lengths will be used and they will be in the 49-meter and 31-meter bands. The new transmitting frequencies will be 6.012 meg. and 9.530 meg.

A point emphasized by the British Malaya Broadcasting Company in its announcement of the new short-wave transmission is the fact that many rural parts of the Malay Peninsula are remote and without reliable means of communication with the large urban centers, and in case of a regional disaster or a military attack these remote districts might find themselves entirely cut off from communication except for the short-wave radio.

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 :::: TRADE NOTES ::::
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Aboard the "Queen Mary" on the record-breaking trip to England were William S. Paley, President of the Columbia Broadcasting System, and Mrs. Paley.

Boake Carter is off the air for his Summer vacation. He laughed at the idea that what he might have said over the air, or written in his syndicated newspaper column in criticism of the Administration, had anything to do with the fact that he is not renewing his contract with General Foods.

Intended to be a hand-book for those who use the air is a volume by Dr. S. Hettinger, of the University of Pennsylvania, and Walter Neff, former Sales Manager of WOR, entitled, "Practical Radio Advertising". The book sells for \$5.00 and is published by Prentice-Hall. It shows on the national networks, toilet goods lead with food advertising second.

WOR fan mail this year to date shows a substantial increase over the same period last year. The figures are 1938: 843,312; and in 1937: 649,751.

The first license to operate a television theater in America was issued to the Massachusetts Television Institute. Under the terms, the Institute is authorized to give continuous sight-sound performances from 7 to 10 P.M. daily except Sunday. The initial show was held around the middle of July, according to President Porter Evans.

Finishing touches on Philco's nation-wide newspaper advertising campaign are being made this week. Meetings in the South have already been held, with others to follow. Far Western executives will hear the complete advertising plans in Portland, San Francisco, and Los Angeles. The campaign is expected to begin about the first of September.

The Philco campaign will be started with large, 1640-line advertisements by the company in key cities throughout the United States with the rest of the campaign supported by distributor and dealer advertising in every section.

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NATIONAL OCTOBER RADIO WEEK PLANNED

Radio buying needs a tonic, according to O. H. Caldwell, Editor of "Radio Today", who proposes a National Radio Week in October.

"The broadcasters can easily stage a monster affair out of National Radio Week", Mr. Caldwell submits. "They can make radio and radio programs the center of attention this Fall. But the set and parts manufacturers should be eager to play roles too, in this big promotional effort, and to see that the effects of this timely stimulant to sales are felt and shared in by every radio dealer, serviceman and distributor. The electric-light companies, who without lifting a hand, collect as much from radio as do the broadcasters themselves, should be asked to help by devoting local advertising space to radio before and during National Radio Week.

"Thus a National Radio Week can be made a great country-wide occasion to glorify radio, to focus attention on programs, and to stimulate sales of receivers, tubes, antennas, parts, and radio service, tying in with other promotions already under way. Through such a campaign, the broadcasters will build more listening audience; the industry will find more customers. And the public will be led to buy additional radios and to appreciate how much more the radio dollar buys today than ever before. A National Radio Week in October should start radio-buying going again; speeding up Fall sales and paving the way for a big radio Christmas."

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NEW RADIO SYSTEM TO AID LANDINGS

Radio lights, a new method of seeing through miles of the thickest fog or clouds, were announced today at Purdue University, Lafayette, Indiana.

The lights are planned to enable a pilot to "see" the runway of a field miles away and to land on that strip no matter how completely the ground is obscured. They are under development for aeronautics by R. H. George and H. J. Heim of the engineering experiment station.

The lights are short-wave transmitters. The plan is to set a row of them along each side of a runway. Each is a miniature radio station, sending out a signal along a path toward the incoming plane. In the airplane is a receiver able to determine the direction from which these radio waves are coming. Special equipment converts the signals into spots of light on a round glass screen on the instrument board.

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ARMY TINKERS WITH TELEVISION

Army technical experts are conducting a quiet but intensive study of the military possibilities of television, which some believe will revolutionize future war tactics, it was learned recently. The nature of the experiments and the stage of development are closely guarded secrets. However, it was indicated, tests have reached a point where a moving picture version of an enemy's movements hundreds of miles away is a possibility in the very near future. This would enable general staffs to revise plans and issue new orders instantaneously, thus check-mating surprise moves by the enemy.

Experiments are being conducted to determine if fog, darkness, smoke and water can be pierced by television through the use of infra-red rays.

Military experts revealed it is possible to install a transmitting set in an airplane and send frequent picture flashes to headquarters many miles distant. Stepping up the speed of this process, they said, would permit a full moving picture account to be transmitted from the airplane to a screen at headquarters by radio.

Already flashes can be obtained from altitudes at the limit of visibility. If the experiments with infra-red rays prove successful, it would be possible to record moving pictures of a hostile force from the stratosphere, out of sight of enemy anti-aircraft batteries, an official said.

Television may become an indispensable part of the sea coast defense, it was learned. Location of transmitters along the shore or on islands would make possible moving picture studies of the formations adopted by an enemy fleet. It was said that television also may have an underwater use in discovering the approach of submerged submarines.

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LA GUARDIA ACCUSED IN N.Y. STATION ROW

Mayor LaGuardia was accused in Supreme Court of claiming more power than he has under the City Charter in order to block a City Council investigation into WNYC, the Municipal broadcasting station, and thereby create a precedent which would stalemate the Council's inquiry. The charges were made by Councilman Abner C. Surpless, Brooklyn Republican, who is Chairman of the Relief Investigating Committee; Richard J. Barry, Chief Counsel for the same Committee, and Maurice Hellman, Assistant Counsel for the WNYC inquiry. They were provoked by a motion submitted to the court by Acting Corporation Counsel Frederick V.P. Bryan, which, if successful, would have the effect of stripping both committees of subpoena power.

If the Mayor's position is upheld, he will have greater control over the Council than President Roosevelt has with respect to Congress or Governor Lehman with respect to the Legislature, Mr. Barry said.

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